R.J. Reynolds Tobacco Company

DM-145-F

COPIED TO:
D. M. ✓
T & D ✓
S. R. M. ✓
S. A. M. ____

DM PRIORITY COMMUNICATION

919-741-5000
Winston-Salem, N.C. 27102

December 1, 1992

To All Division Managers

SUBJECT: 1993 Consumer Mission Program

We are pleased to announce that the Consumer Mission Program will continue for 1993. The program has been extremely effective in generating targeted trial on a one-on-one basis. It has also resulted in new name generation or verification, via the business reply card, of over 1 million consumers that are now on our data base. We ask that you reiterate the effectiveness and importance of this program to your people and have them utilize it wherever appropriate. Consumer Mission coupons should be used during the normal course of business activities when your people encounter a competitive adult smoker purchasing cigarettes. Sales Representatives should name stamp the business reply card.

Effective January 4, 1993, the Consumer Mission coupon will convert to a 1 free pack coupon versus the current 2 free packs. Conversion to 1 free pack will result in cost savings while maintaining the effectiveness of the program. Coupons for 1993 will be available as follows:

- 1 free pack coupon good on all RJR full-price brand styles (commodity #390315)
- 1 free pack coupon good on all DORAL/STERLING/MAGNA/CENTURY brand styles (commodity #390678)
- $4 off carton coupon good on all RJR full-price brand styles (commodity #390326)

1993 coupons will be available for ordering beginning Friday, December 18, 1992 and will be packed 25 per SKU. **Please do not over order.**

Current 2 free pack full-price and Savings coupons and the $4 carton full-price coupons have an expiration date of December 31, 1992 and should not be used after this date. Please return any excess coupons you feel you will not be able to utilize in 1992 by Monday, December 14, 1992 as it will allow us to reconcile and shift unused 1992 monies. It is not necessary to count any Consumer Mission coupons, and no paperwork is required. Simply place them in a box and ship them to:

R. J. Reynolds Tobacco Company
c/o Lentz Warehousing and Distribution
5900 Grassy Creek Boulevard
Winston-Salem, NC 27105
"Attention: K. D. Young"

If you or your people accumulate name generation/business reply cards and send them in bulk, they should include sender's name and address and be sent to the below listed address. Do not use photocopies of name generation/business reply cards as they are not legally valid.

Attention: Lance Weand
Lee Fulfillment
1602 Terre Colony Court
Dallas, TX 75212

Program Contacts: Dick Luongo, extension #6110
K. Wadia, extension #7004, if you need name generation cards/coupons for event-specific purposes.

R. J. Reynolds Tobacco Company

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"We work for smokers."

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Source: https://www.industrydocuments.ucsf.edu/docs/zmjn0000